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USA Exhibs in Toronto Confab

Ontario Censor's Annual Report

The Province of Ontario last year passed 1,976 of 2,084 films checked on, altered 103 and rejected two British and one USA pictures, the annual roport of O. J. Silverthorne, Censor chief, revealed. Mr. Silverthorne, chairman of the Motion Picture Censorship and

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Trenton House In Legal Tangle

By virtue of a decision handed down by the Appelate Court of Ontario at Osgoode Hall, Toronto, Trent Theatres Limited, a Famous Players subsidiary, was ordered to deliver possession of the Trent Theatre, Trenton, Ontario, to the

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New York Wants Loew's London House

The latest development in the dispute between shareholders and the board of directors over the sale of Loew's London Theatres Limited, London, Ontario, is an offer from Loew's in New York of $250,000. A meeting of shareholders will discuss it.

A previous offer of $250,000 had been received and the fact that the board of directors favored the offer, which is subject to shareholders approval, brought an injunction from certain of those interested.

Garden Closed

The Garden Theatre, College street, Toronto, recently leased from Joe Cohen by Norman Rittenberg, has been closed for alterations. The house has had its ups and down of late. It was a B & F house for years and was latterly handled by 20th Century Theatres.

Rotary Convention Scene of Theatre Men's Craft Session

Toronto was the scene of an informal session of exhibitors from many points in the USA last week. The theatre men were in the Queen City to attend the 33rd annual convention of the Rotary International, the world renowned service organization. They came together to discuss common problems under the convention plan of Vocational Craft Assemblies. As part of the Recreation and Amusement section, they outnumbered by many the delegates of other recreational fields, such as fairs, amusement parks, bowling and billiard academies. As a result, most of the discussion dealt with film matters.

With George S. Patterson of the Toronto body acting as host,

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Maybe He Was Just Kidding

Hal S. Orr of Rocky Mount, North Carolina, vice-chairman fo the Recreation and Amusement Assembly at the Rotary convention in Toronto, who is with the Wilby-Kincey chain of over 100 USA theatres, got off some gentle joshing at the distribs.

"We're here to discuss theatre problems," he said, "such as film buying." Then he bethought himself of the possibility of distrib men being present. "Of course," he said with his tongue in cheek, "none of us ever have any film buying problems." And as a put-on afterthought: "I hope there are no exchange men here."

There weren't. So we thought we'd tell them about it.

Rackow Joins PRC

Victor Rackow, former branch manager for United Artists at Winnipeg, who was transferred to Toronto, has joined Producers Releasing Corporation and will return to handle the Winnipeg office.

No Tax Jump For Movie Admissions

Mindful of the value of motion pictures in wartime, the new budget did not raise the admission tax from 20 per cent. to 30, as rumor had it. This was a wise move, since no doubt the need for greater personal thrift will cause many to see fewer shows.

The new tax on cabarets and dance halls was overdue. That may favor theatres slightly. Bingo, however, seems to have been overlooked. The general effect of the new budget on theatre patronage is hard to judge now. Certainly the government showed consideration for the popular favor the movies enjoy.

Ted Marks Said Missing

Pilot Officer Edward M. Marks, former manager of the Marks Theatre, Oshawa, Ontario, was reported as missing during an operational flight over enemy territory recently. Word to this effect was received by his parents, Mr. and Mrs. Ernie Marks, at their home at 389 Simcoe street, Oshawa.

Ted took part in the daylight raids over the French coast

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Three Cass Boys Are Branch Managers

The news of the promotion of Garfield Cass as branch manager of Regal in Toronto was well received, since Gary is a popular hereabouts.

That makes three branch managers in the family. Brother Hilly is Regal branch manager in Montreal and Abe Cass is Columbia branch manager in Toronto. Here's a real film family.

Border Freeze Cuts Yearly Take of USA House by $75,000

Harris Lumberg, with the Shea's circuit of New York state and manager of a theatre in Niagara Falls, New York, told an interesting result of the border closing at the Recreation and Amusement Assembly of Rotarians. Before free traffic across the frontier was stopped his house used to take in about $75,000 of Canadian money annually from people who came over to see Sunday shows.

An amusing and instructive talk was given by Elias Berenson, exhibitor from Bogalusa, Indiana, who revealed that he got into the business on a challenge, he being in dry goods at the time. He made good, too. Mr. Berenson gave the boys a valuable tip about projection booths. In his theatres the booths have a gutter running against each wall and a single drain. In case some film catches fire the water used to douse it just runs out instead of leaving the problem of cleaning up and drying out.

A Rotarian who dropped into the sessions because of a special interest in moving pictures was George Panter of Gravenhurst, Ontario. Mr. Panter, though not a film man, is prominent in the organization of special shows for children, the cost of which is borne by his club as a public

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GOODMAN HONORED WITH BANQUET

Del Goodman, former chief of Paramount in Canada, was honored with a testimonial dinner by Famous Players at the King Edward Hotel, Toronto, on Friday, June 26th. A considerable number of film folk gathered to toast Del, who goes back to New York.

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HYE BOSSIN, Managing Editor

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A Nice Fellow

Ladies and gentleman of the Canadian motion picture industry, we give you Mike Bouckley.

Mike Bouckley, whose initials are A. L., is a quiet but observant little man who runs a billiard academy in Oshawa, Ontario, where everyone knows and likes him. He is a man who believes that what's right is right, handsome is as handsome does, and credit where credit is due.

A Rotarian, Mike was present at the Recreations and Amusement Assembly of his fellows at the 33rd annual convention in Toronto. Ninety-five per cent of the delegates were theatre men. The talk was all of theatres. Theatre men from all parts of the USA were present but not one from Canada. The boys were discussing war effort by theatres. This writer itched to tell them about Canada but he wasn't a Rotarian and was present to report things.

After a while of listening Mike Bouckley took the floor, explained that he wasn't a theatre man but that he felt it his duty to tell about what Canadian theatres had done and are doing. For ten or 15 minutes Mr. Bouckley opened their eyes about us. "I want to pay them a tribute," he said. "I have never seen anything like it."

It was swell of Mike and we owe him a vote of thanks.

Curiosity About Canada

So great was the curiosity about the Canadian motion picture industry and so many were the questions asked that Jim Shanklin, the chairman and a director of the MPTOA, called upon a Film Weekly reporter to answer as many as he could. He faced a half-hour quizzing. Some of the questions:

Are admissions and rentals frozen in Canada and if so, how is it working out?

What are the relations of the industry with the government and what system is used to work together?

Is it true that Quebec won't allow juvenile admissions and why?

How about priorities here?

What about relations with the projectionists union?

It's too bad no industry representative was present as a mark of good-will to tell the USA cousins what they wanted to know.

* * *

Thanks, Mr. Lash

Mr. G. Herbert Lash, director of public information for Canada, gave the Canadian industry some hearty pats on the back in his speech to the audience at the private screening of "Mrs. Miniver" in Ottawa.

Said Mr. Lash:

"On your behalf I should like to thank Metro Goldwyn Mayer and the Management of this theatre for making this event possible tonight. I should like also to take advantage of this opportunity to pay public tribute to the motion picture distributors and exhibitirs of Canada for their constant generous contribution to the Canadian War Effort. They have never failed to respond willingly to any reasonable request and for the many services they have performed they have never asked or received a cent although many of these services have reduced the volumn of their income. Their unselfish contribution to the cause is an example to all of us.

"Of the picture you are about to see I shall say nothing. You will be able to judge its beauty, its power and its purpose for yourselves. But I hope it will give to you, as it has given to me, a deeper understanding of the things for which we are fighting and a sterner determination to keep on fighting until we have won this war. In this dark hour of our history we shall need all our determination and our courage."

Ted Marks Said Missing

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and his friends and parents are hoping that he came down on land. It may be some time before definite word arrives reporting whether or not he landed alive or is, perhaps, a prisoner of war.

A member of one of the most famous theatre families in the Dominion, Ted was extremely popular in the business and amongst Oshawans.

Pilot Officer Marks was born in Brockville 27 years ago. He came to Oshawa with his parents when a lad of seven and attended St. Gregory's R.C. Separate School and Oshawa Collegiate. He enlisted in and the RCAF September, 1940, and received his wings at Jarvis. He went overseas in March of last year as Sergeant-Gunner. In this capacity he served as rear gunner in the large bombers and saw a great deal of action in raids over Germany and the occupied countries of Europe.

Ted Marks has two brothers and one sister. The brothers are Jack, who is with the Canadian Army overseas, and Ernest, Jr., with the law firm of Conant and Annis, Oshawa, and Mrs. Frank McGarry, a sister.

12.05's Ban On In Hamilton

Copy of the by-law prohibiting the staging of midnight theatre performances in Hamilton, Ont., on Sundays, except when the Sunday precedes a holiday, was received last week by Thomas A. Brown, chief constable, in order that he might give the officers instructions regarding the new ruling. The by-law necessitates some changes in patrol duty, as officers were assigned to duty at theatres for specified times when owl shows were allowed, and it will now be unnecessary for these officers to cover that part of their beat so thoroughly.

USA Exhibs in Toronto Confab

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chairman James C. Shanklin of Ronceverte, West Virginia, open the meeting, which took place in the RCA Studios atop the Royal York Hotel. Mr. Shanklin, a director of the Motion Picture Theatre Owners' Association and assistant to the president of the West Virginia Managers' Association, began the confab with a discussion of war effort in his part of the country.

Such current film questions as booking and buying, power restrictions, population shrinkage, war effort, labor problems, army shows, priorities and conservation received a thorough going-over.

A disappointment to the American film men was the absence of any Canadian member or representative to answer the general curiosity about Canada's motion picture industry, particularly in wartime. Any number of American executives have visited here in the past to study the state of things and the delegates showed the same keen interest.

In the absence of a Canadian film man with Rotary membership Mr. Shanklin invited the editor of Canadian Film Weekly, there in a reportorial capacity, to answer questions. This he did to the best of his ability for a considerable time. The questions dealt with the application and result of freezing regulations, the Canadian method of booking, censorship, war effort, restrictions on juvenile admissions and all the problems that face film men everywhere.

Shanklin praised Ed Kuykendall, president of the MPTOA, and the new Unity Plan, being readied in the USA to replace the recent "Blocks of Five" scheme. The Unity Plan deals with blocks of twelve and allows cancellations on some of the seven unscreened films. "I thing the Unity Plan is a grand thing and will eventually turn into something better," he said.

Fred A. Beedle of Canonsburg-Houston, Pennsylvania, a national director of the Allied States Association of Motion Picture Exhibitors, endorsed Shanklin's sentiments, as did other delegates.

Hal S. Orr of Rocky Mount, North Carolina, revealed that Sunday midnight war effort shows are as great a problem in his part of the United States as they are in Canada.

During the evening the delegates returned to the RCA Studios for a social gathering. They expressed themselves as much impressed by what they have seen in Canada from a war effort as well as theatre standpoint.

Trenton House In Legal Tangle

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ndlord company, Trenton Amusement Company Limited.

The court upeld the decision of His Honor Judge Reynolds of Belleville, delivered on May 30th. The lease held by Trent Theatres Limited had expired and that company contended that under order 108 of the Wartime Prices and Trade Board it was entitled to remain in possession of the premises. It is understood that a lease held by a rival circuit, which entitled it to take possession upon the expiration of the one held by the tenant, has come into effect. The Trent became an Odeon house on June 22nd.

The appeal was dismissed with costs. A motion questioning the jurisdiction of the court in the case was abandoned without costs to either party.

J. Earl Lawson, K.C. acted for the landlord and J. M. Bullen, K.C. for the tenant.

Movie Patrons Are Realistic

Recent checkups on patron preference in the matter of movies show that the public has a powerful curiosity about the war and wants the motion picture industry to help satisfy it. Right now 40 per cent. of films in the making have to do with the great struggle for freedom. Much has been made about escapist stuff. It does have a strong market but the folks want to lose themselves in the spirit of the struggle oftener than they want to escape it—or that's how it appears.

A breakdown of the production figures reveals the following facts: 28 of the 76 films now shooting are listed as war pictures. The field of comedy, a not so close second, is represented by 15 films, followed by melodrama with 12 productions. Eleven musicals, seven Westerns and three biographical features complete the list.

20th Century-Fox with its five war flickers sets the pace. MGM, Paramount, RKO, and Warner Brothers each have four coming up. Columbia, Monogram, and Universal have a pair. Republic has one.

Some of the topics treated are revealed by the titles; "Berlin Correspondent," "China Girl," "Little Tokyo, U.S.A." "Wake Island," and "The Watch on the Rhine."

There is no sign of abatement as far as this trend is concerned because single lines of dialogue with war reference, tossed into pictures on other themes, have been stealing the show at test screenings.

The Not-So-Ancient Mariner

The not-so-Ancient Mariner is a theatre manager this time, manager Harry Black of the Capitol Theatre, Penticton. The Ancient Mariner of poetry has always appealed to theatre men because "he passeth one in three." A marine manager knows better than that.

Harry Black can now qualify as an admiral in the Famous Players navy, with Mel Stackhouse as his first mate, and son Larry Black next in command.

A flood put Penticton under water. Though the boys sandbagged the exits the water broke through and eventually rose to three feet in front of the stage. Black and Stackhouse began moving everything possible to the higher levels of the house.

The water reached ten feet in the cellar and the boys worked day and night, putting in 14 hours without food, moving the seats, equipment, etc. A great deal of the time they were moving things up the aisle in a rowboat!

After 52 hours the boys were able to go home. Three days later the shows were resumed.

The boys, doing the same stint at the Empress Theatre, were able to save their company much money by devotion to duty and hard work.

* * *

Changeovers

It's said that the Goldhar boys had convinced the Franklin brothers to lease them the old Colonial Theatre, opposite the City Hall. The theatre, sought after for years, was held tight by the owners, who closed it when sound came in. However, it seems that war regulations prevented the boys from going ahead. . . . One of the nicest fellows On the Square is Charlie Cashman, Photo-Engravers' envoy to the trade. Always ready to get a fellow over the hurdle—and always with a smile . . . Flowers are blooming again on the traffic island in the heart of The Square. . . . There's a story around about the burlesque queen who took a job as a waitress. A customer cracked, "What's cookin', good-lookin'?" Answered the gal: "Bacon. Wanna strip?" . . . And here's the millionth version of it: "Who was that oboe I saw you with last night?" Answer: "That was no oboe, that was my fife."

* * *

Takeups

The youngster who fooled around the shoeshine parlor in the Hermant Building for a couple of weeks was Bruce Allen, son of Saul. Young Bruce liked the place and daddy let him hang around. So the lad donned an apron and took on the odd job. Saul would slip the boys dimes to turn over their unpolished footgear to junior. Bruce is a bright boy who quickly became popular with patrons, though few knew who he was. Self-reliant young man, he . . . Mary Axler, with Paramount for a long time, has dropped out to take up housewifely duties . . . Annette Ross, ex-Imperial cashier, is about to become a bride. Cheer up, boys. . . . Frank Goldhar will be lost to the bachelors soon. He marries a young lady from Detroit next month, thus striking a solid blow for USA-Canadian relations.

* * *

Flickers

Curly Posen, Casino conductor, returns to the pit this week after being out of action since Christmas, when he slipped on the stairs and cracked a gam. Archie Stone has been waving the wood in the meantime. Archie, incidentally, is a projectionist par excellence, having hit almost 100 per cent. in his government examinations recently . . . Empire and Regal united to win a close game from another hybrid team, Broadway Aces and Kenwoods, by a score of 8 to 7. Sounds like there was more ball than laughs . . . The games at the Maple Leaf stadium are caught regularly by film folk.

Border Freeze Costs $75,000

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service.

Here are the names of some of the theatre men in Toronto for the 33rd convention of the Rotary International who were present at the Recreation and Amusement Assembly:

Jim Shanklin, Ronceverte, W. Virginia.

Hal S. Orr, Rocky Mount, N. Carolina.

Dale S. Danielson, Russell, Kansas.

John A. Becker, Independence, Missouri.

Elias Berenson, Bogalusa, Louisiana.

S. H. Fangman, Boone, Iowa.

Harris Lumberg, Niagara Falls, New York.

Hal J. Lyon, Franklin, Virginia.

Fred A. Beedle, Canonsburg-Houston, Pennsylvania.

Clarence C. Walker, Quincy, Florida.

Phillip Kalikman, Gloucester, New Jersey.

H. N. Miles, Eminence, Kentucky.

Film Executive Stays in Jail

Judge Grover M. Moscowitz denied an application for probation for Joseph H. Moskowitz, eastern representative of 20th-Century Fox Film Corporation, and ruled that he must go to penitentiary for a year and a day for income tax evasion.

Moskowitz and Joseph M. Schenck, former chairman of 20th-Century-Fox, were convicted early in 1941 of evading payments of Schenck's income tax.

Schenck is serving a sentence of a year and a day imposed last month when he pleaded guilty to a perjury charge.

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Digest of Reviews

20th Century-Fox

THE MAGNIFICENT DOPE

Payoff: A screamy farce, funny as all get-out because of Henry Fonda's great characterization of a small town sap slicked up by city fellers. Don Ameche, Lynn Bari and Edward Everett Horton have come-on value.

What Goes On: Fonda is the ad answerer who win a go-get-'em contest sponsored by a phoney personality school headed by Ameche. All he wants is the prize money, not the course by which they hope to induce enrollments through their overhauling of Henry. Lynn Bari, the school's press agent, has the job of intriguing Fonda into staying. She does, business is big and love blooms, Fonda eventually winning her from sweetheart Ameche.

Size-up: A far-fetched but human comedy that generates a steady flow of laughter of all degrees.

Universal

PRIVATE BUCKAROOS

Payoff: A lively musical of the type turned out regularly by this studio. This one has some spots with more production than seen in the previous efforts.

What Goes On: Story is nil but isn't missed much, what with 16 musical numbers and a number of well-known attractions. Dick Foran is a swell-headed soldier who gets straightened out.

Sizeup: Nice thing, all right. The Andrews Sisters, Harry James and His Band, Joe E. Lewis, Jennifer Holt, Shemp Howard, Richard Davies, Mary Wickes and Ernest Truex.

Vitagraph

ACROSS THE PACIFIC

Payoff: Probably the best pre-Pearl Harbour story to date. Filmed in sepia, it offers the cast that ran "Maltese Falcon" into the big money overnight. Though not as fast-moving as "Falcon" it has much more action. Humphrey Bogart, Mary Astor, Sydney Greenstreet and direction by John Huston is what should bring back the patrons who saw them together before.

What Goes On: Humphrey Bogart is a renegade army officer much of the footage who plays into the hands of the Japs—for a reason. Mary Astor is a spy—for a reason. Greenstreet is the Japophile, cold, cruel and haughty, whose nerve leaves him when he faces hari-kari.

Sizeup: A first-class effort in spite of a modest budget appearance. Bogart is Bogart but Greenstreet presents a variation of character from that of his previous role. The last part of the picture is loaded with action and excitement. Oh yes, Keye Luke is on hand as an Americanized Jap who serves Nippon.

Columbia Shorts

ROAD TO TOKYO ("Canada Carries On" Series)
National Film Board

With the Jap pressing his luck these days, this short anticipates the turn of events and points the direction. It shows Canada as a jumping off place for the invasion to come. It brings the danger to our Pacific coast home to the audience. The building of the Alaska highway is shown, as are the results of the bombing of Tokyo. It's interesting, instructive and arousing.

OLAF LAUGHS LAST

El Brendel is the sloppy sweetheart who wins his love by kicking the pants off a kidnap mob and showing up his yellow-streaked rival. Full of slapstick and funny.

SCREEN SNAPSHOTS

This issue of the series is unusually interesting, most of it being devoted to old time films showing such stars of yesterday as Mary Pickford, Betty Blythe, Charles Ray, Billie Dove, Norma Talmadge, Mae Murray and a host of others. Ken Murray, Janet Blair and Kay Harris are in it.

TIREMAN, SPARE MY TIRES

Harry Langdon in a laughy two-reeler about tire trouble.

Paramount

TOMBSTONE

Payoff: A swell Western with enough shootin' to strain a defence program. It has plenty of everything for the followers of the Wild West boys. The love story is secondary in this saga of saddles, horses and guns.

What Goes On: Richard Dix plays Wyatt Earp, historically famed eraser of outlaws. Retired, he takes on the job of cleaning up Tombstone when a boy is accidentally killed during a shooting affray. He also straightens out the love affair of Don Castle and Frances Gifford, Don wavering between crime and law.

Sizeup: Edgar Buchanan, as a bland-faced somewhat likeable badman, puts on an excellent show. Young Don Castle is personable and shapes up like star stuff. Such good players as Clem Bevans, Victor Jory, Rex Bell and Chris Pin Martin add much to the film.

Esquire

IT HAPPENED TO ONE MAN

Payoff: Word-heavy English drama.

What Goes On: Involvements with shareholders, family troubles and sweethearts by financiers.

Sizeup: Wilfred Lawson does a good job in the lead, aided by Nora Swinburne.

Ontario Censor's Annual Report

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Theatre Inspection Board made his yearly summary for Premier Mitchell Hepburn. The total comprised features, trailers, comedies, news reels and items of a miscellaneous nature.

He praised the motion picture industry. "Your Board," the report stated, "believes reference should be made as to the manner in which the motion picture industry measured up to its wartime responsibilities insofar as the provision of entertainment and the furtherance of the cause of the United Nations is concerned. Chaotic and ever-changing conditions made it obviously difficult for the industry to chart a normal course, but the Board believes its efforts in the interests of freedom-loving peoples should meet with your approval."

Mr. Silverthorne also praised news reels as "a bond of contact between families in this Dominion and their fighting fathers and sons." Russian films were acknowledged to be "fine examples of wartime entertainment, free from anything of a politically offensive charcter."

Other information provided by the report:

The number of 35mm. films submitted increased from 1,988 during the 1940-41 period to 2,084. Of the latter figure 84 were from Great Britain, 18 from Canada and 11 from various nations outside the USA, which provided the rest.

The 548 16mm. films submitted during 1941-41 represents an increase of 112 over the previous period. This year 509 were approved, 38 altered and 1 rejected.

The total number of deletions from films was 858, a figure drawn from every type of product.

There were 17 more theatres in Ontario during the period and alterations made on 25. Other figures: theatre licenses, 417; public hall licences, 2,392; projectionists, 803; apprentice projectionists, 192; miscellaneous, 103; travelling shows, 123. Seven theatres were prosecuted and eleven projectionists were suspended for various infractions of theatre regulations.

There were 14 licensed exchanges in operation, an increase of two over the previous year.

The Board examined 39,659 specimens of advertising and rejected 49 entirely.

Mr. Silverthorne reported that 60 camps were provided with gratis film entertainment through the co-operation of the motion picture committee with service bodies. He noted also the high quality of National Film Board shorts and pointed out their fine reception outside the country.

'Road to Tokyo' Crack NFB Short

Should Japan attempt invasion of Canada, how would Canada meet tactics that have proved successful in the South Pacific and Dutch East Indies?

To answer these and other questions like them which every Canadian has asked himself since Japan attacked Dutch Harbor, and the Aleutians, the National Film Board in co-operation with the Office of Public Information has made "Road to Tokyo," June issue of "Canada Carries On."

For weeks past camera units working for the National Film Board have been on location from coast to coast; in barracks, battle training schools and army camps. What these units have brought back is the rousing first hand story of Canada's army and that part of the North American front line which it is her sole responsibility to defend.

Military Districts from the Maritimes to the Pacific have given fullest co-operation and regiments from all parts of the Dominion are represented, from the Pacific coast, the western prairies, Ontario, Quebec, the Maritimes and the Canadian army overseas.

No phase of the new assault training has been overlooked. While much of the film was shot on the Pacific Coast, crack Canadian troops are also shown standing guard in the Northland, while United States engineers rush work on the Alaska Highway. Already Japan has boasted she may use the road for invasion of North America, but as the film foreshadows, this great strategic highway may one day prove the road to Tokyo. Sequences show ski troops of the Japanese army being trained for invasion for invasion attempt on Alaska.

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ECHOES and REFLECTIONS

SATURDAY NIGHT

(Mary Lowrey Ross, famed fictioneer and film critic, writes a review in verse of Paramount's "Reap the Wild Wind." After telling of the twists and turns and reporting the triumph of virtue, she ends it up with what follows below. De Mill's saga made an impression on the clever gal, it seems.)

Thus the rewards of ill and good
Are meted out by Hollywood,
Which takes the just to the wild wind's reaping.
Thank Heaven for the law de Milleian
Which seals the fate of every villian,
And operating from above
Puts Virtue in the arms of Love.
Which disciplines the mean and spite-eous
And loads with favors all the righteous.
And liquidates each human weasel.
Thank Heaven for this, (and also Cecil.)

CHICAGO SUN

(In an interview with George Ade, famed author, by Debs Myers)

Mr. Ade used to play a good deal of golf. Since physicians have made him quit, he finds relaxation in attending movies, reading and talking with old friends.

Ann Sheridan is his favorite actress.

"There," he said, "is a woman for you."

Reported Missing

PILOT OFFICER TED MARKS

Ted Marks, former manager of the Marks Theatre, Oshawa, Ontario, is reported missing after operational flights over the French coast.

TORONTO DAILY STAR

(A letter to the editor indicates that Sunday war shows may be the country's coming second-class controversy)

To the Editor of the Star.

Sir: In a recent statement in the House of Commons regarding the question of granting permission to United States war trucks to enter Canada, the Hon. C. D. Howe, Minister of Munitions and Supply, mentioned that he was more concerned with the conservation of rubber than the matter of transportation. Being in the rubber goods business myself I fully realize the seriousness of the rubber situation and the necessity for conservation. It has occurred to me that a considerable amount of rubber and gasoline is consumed unnecessarily in the Province of Ontario by Sunday drivers of automobiles. It is my opinion, and the opinion of other members of the Toronto Board of Trade, that most of the Sunday driving is done by people who have nothing else to do. I definitely think, and many business men agree with me, that if the motion picture theatres and ball parks in Ontario were open on Sunday afternoons (as they are in the Province of Quebec) a considerable saving in the consumption of rubber, gasoline and alcohol would be effected. I am of the opinion that winning the war is of more importance than subscribing to the religious prejudices of a small but vociferous minority. Great Britain and the United States appear to be making quite as good a war effort as we are and they have no restrictions on reasonable entertainment for the people on Sunday afternoons.

T. W. NIBLETT

TIME MAGAZINE

(Germany is having product trouble and must depend on a subsidiary outfit)

Propaganda Minister Paul Joseph Goebels used to intimidate foreign statesmen by showing them movies of the Polish blitz and of the fall of France. Since those outdated smash hits, he has no wows to offer. Recently he had to suffer the chagrin of going to the Japanese Embassy to see their supercolossal "Nippon's Wild Eagle," showing the attack on Pearl Harbor, the conquest of the Philippines, Malaya, Borneo.

Revivals in New York

Alexander Nevsky—1939 Russian film with English subtitles. Cherkassov, Orlov.

All This And Heaven Too—1940 tragic romance; Boyer & B. Davis. Awful Truth — 1937 comedy; I. Dunne, C. Grant.

Beethoven Concerto—1937 Russian film with English subtitles.

Daybreak — 1940 French drama, English subtitles; J. Gabin.

Duck Soup—1933 farce; Marx Bros.

Each Dawn I Die — 1939 prison melodrama; J. Cagney & G. Raft.

Great Victor Herbert—1939 musical; W. Connolly, M. Martin, A. Jones.

Lives of a Bengal Lancer—1935 Adventure in India; G. Cooper & F. Tone.

Long Voyage Home—1940 nautical drama from four O'Neill plays. T. Mitchell, I. Hunter, J. Wayne.

Of Human Bondage—1934 drama; L. Howard & B. Davis.

Our Town—1940 drama from Wilder's play; F. Craven, M. Scott.

Port of Shadows — 1939 French drama; English subtitles; J. Gabin, M. Simon, M. Morgan.

Virginia City—1940 western melodrama; E. Flynn, R. Scott, M. Hopkins.

Vivacious Lady — 1938 romantic comedy; G. Rogers & J. Stewart.

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6TH FLOOR
at EATON'S College Street

LES VICARY of the Opera House, Orillia, used a stencil of Formby with picture and playdate. These he used on the sidewalks in public places.

The Red Cross in Orillia presented proficiency certificates to 39 people. Les Vicary snapped into the groove, and had the presentation made from his stage, which brought a flock of publicity.

* * *

AL PERLEY of the Kenwood, Toronto, had cards handed out on the street to couples, copy reading, "Dare you to hand this to your loved one unopened." Inside material suggested a date to see the feature.

Color Western By Columbia

Columbia Pictures starts production of "The Pioneers," its first Technicolor feature this week, with a stellar cast headed by Randolph Scott, Glenn Ford, Claire Trevor and Edgar Buchanan. Regarded as one of the most important features on Columbia's schedule for next season, "The Pioneers" will mark the initial effort of Harry Joe Brown as a Columbia producer. A dramatization of the comedy and drama attendant to settlement of America's Great Northwest, "The Pioneers" is an adaptation from the last novel by the late Courtney Riley Cooper. Charles Vidor, responsible for last season's "Ladies In Retirement," will direct.

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Dapper Adolphe Menjou was this week signed to play Rita Hayworth's father, and starlets Marguerite Chapman, Leslie Brooks and Adele Mara were assigned roles as his other three Latin daughters in the Fred Astaire-Rita Hayworth musical, tentatively titled, "The Gay Senorita." The production, directed by William Seiter, was known earlier as "Carnival In Rio." Bandleader Xavier Cugat will play a part in the picture as well as conduct his famous orchestra in the half dozen numbers written by Jerome Kern and Johnny Mercer.

* * *

George Tobias today drew the prize role of "Appopalous," the landlord-with-an-artist's soul, in Columbia's picturization of the Broadway stage hit, "My Sister Eileen," with Alexander Hall directing. Also signed for Max Gordon's production of the Rosalind Russell-Brian Aherne comedy, is Gordon Jones, who will portray "The Wreck," the role he created in the stage production. ""The Wreck" is a former All-American football star from Carnegie Tech, down on his luck between professional games. Donald MacBride joined the cast in the role of the harried policeman.

Contributions to this column will be greatly appreciated from any member of the motion picture industry, from coast to coast, whether he has chain affiliations or is strictly independent.

Address all letters to "What Did You Do?" c/o Film Weekly 21 Dundas Sq., Toronto, Ont.

GEORGE McEWAN, who is pinch-hitting for Charlie Smith, the smiling manager of the Royal, North Bay, now vacationing, made up an attractive looking standee, showing "What's New in the News," another standee showing colored cartoons. These drew a great deal of attention. He also spotted 100 yellow arrows all over town with copy reading "Follow the yellow arrow to the Royal theatre which is now playing (feature)." A street ballyhoo consisted of a pretty girl leading a horse with a straw bonnet. Copy on the hatband read "Hi Gold Diggers, there's 'Flowing Gold' at the Royal Theatre." This of course being the name of the feature.

* * *

FOR a double horror show, Harland Rankin, of the Centre Theatre, Chatham, darkened all but the front of the house. At the beginning of each feature two usherettes with sheets over their heads paraded down the aisles and walked across the stage with a lighted flashlight underneath the sheet.

Celebrating Anniversary Week, Harland has a band playing at the opening of each new feature. A cooperative page in the newspaper was also used to celebrate the great event, with special mention on the radio. Flags were used to decorate the marquee, special front displays, and promoted gifts for the children attending the theatre. Special Wednesday night shows, known as the "Hit and Run Parade." The Mayor opened the show and presenting a bouquet of flowers to the winner of "Opportunity Nite" and also to "Miss Chatham." The mayor then presented the key to the ctiy to the manager of the theatre.

* * *

ON "No Greater Sin" Joe Paul of the Park, Welland, placed window cards on the bulletin board of every industrial plant in Welland. An editorial with some very interesting readers in the papers, and an item about the Health League of Canada appeared on the front page. Joe personally contacted the officials of the large industrial plants, military officials, presidents of service clubs, the clergy and everyone else from whom cooperation could be expected. A special matinee was run for the shift workers.

JACK ALEXANDER of the Brock, Toronto, gained much good will and publicity by playing ball with the ball team in a manner of speaking. A soft ball team using a local park about a block from Jack's theatre, draws about four or five hundred people for each game. Jack donates a double pass to the players that make a home run. This is announced at the beginning of the game and always gets a big hand. The theater gets a good plug, and everybody is happy.

* * *

FOR "New Wine" Preston Salter, Community, Hamilton, called on the neighborhood school, and had the music teacher speak to the pupils, encouraging them to see "New Wine" for the good music value.

* * *

BOB BROWN of the Vanity, Windsor, placed a huge tiger cutout in the lobby well in advance for "Jungle Book." He had radio dramatization two weeks in advance and a tieup with libraries and book stores. Also a 24 sheet mounted, shellacked and placed in front of the theatre facing the business section. It all helped make an attractive campaign.

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RALPH TIEDE, Century, Trenton, gave away small cards with a very delicious all-day sucker attached, copy reading "For the best comedy in town, see Hugh Herbert in 'Hello Sucker' at the Century, etc." Cost of card was shared by a local restaurant man, who tied in with the copy.

* * *

CONFUCIUS say " 'Anything can happen' and does in 'Shanghai Gesture' at the Marks theatre, Oshawa." This was a teaser ad put out by Stewart Gillespie several days in advance of the picture.

* * *

BOB BEREZIN, Elgin, Ottawa, had a drawing contest, for "Miss Annie Rooney" the best drawing of Shirley Temple winning a double pass to the theatre.

BY way of novelty, Pete Harrison of the Capitol, Cobourg, arranged with the leader of the band at the park pavilion for special plugs on "Honky Tonk" and "Sergeant York." Window cards etc. were well spotted around town.

* * *

ON "Birth of the Blues" Fred Thompson of the Rex. London, had a window display in a downtown store. In the lobby was a very attractive record display by the Heintzman music store. These were the popular hits from the picture. Appealing window cards with black and white stills were placed in vulnerable downtown spots.

'Hatter's Castle' In Toronto Bow

When a picture can break the record of "North West Mounted Police," it's a good picture. In England, "Hatter's Castle," the film based on the A. J. Cronin book of the same name, has done just that.

Made in the Old Country under the most hectic conditions, Paramount has a picture that will do outstanding business. Featured in the cast are Robert Newton, Deborah Kerr, Emlyn Williams and Enid Stamp-Taylor.

The story concerns a father who rules his household with a rod of iron and eventually drives them all from him, repenting of his actions too late.

The part of Brodie, the father, is finely played by Newton who had leave of absence from the Navy to do the picture. He was last seen in "Major Barbara" which vehicle also brought Deborah Kerr to attention. Miss Kerr started her professional career in the Sadler Wells Ballet and graduated to the Open Air Theatre at Regent's Park. Since appearing for Gabriel Pascal, she was featured in "Love On the Dole" and "Penn of Pennsylvania." In between these two pictures, Miss Kerr spent time in the Oxford Repertory Company.

The opening of "Hatter's Castle" in London was an event attended by the Duchess of Kent and other members of the State.

The North American Premiere was held in Toronto on July 1st and national release will follow.

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Snips and Snaps . . .

★

Nice Garment

Hooded coats for summer are a style note adopted by Diana Barrymore, feminine headliner of Universal's "Eagle Squadron," who compliments her smartly tailored white gabardine skirt and red, double "V"-trimmed white boucle sweater with a stunning hooded greatcoat of white wool.

Joan the Jitterbug

Joan Crawford and Allen Jenkins in Columbia's "They All Kissed the Bride."

Gew-Gaws

"Pretty Baubles," says Patricia Dane to Mark Daniels. It's a scene from MGM's mystery drama, "Grand Central Murder," in which the popular Van Heflin is starred.

Lovers

Deborah Kerr and Emlyn Williams as they appear in Paramount's "Hatter's Castle." Robert Newton heads the cast. It's based on A. J. Cronin's popular novel.

What's Cookin'?

Frances Dee as William Holden's new bride in Columbia's "Meet the Stewarts."

★

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